

GREEDY WINES CABERNET SAUVIGNON WINE LABEL DESIGN

BY

JACK VIDNOVIC

Department of Art and Design

College of Liberal Arts

Cal Poly, San Luis Obispo

March 2009

**ABSTRACT**

*Greedy Wines Label Design*

**TITLE**

Greedy Wines Cabernet Sauvignon Wine Label Design

**ABSTRACT**

This document is an examination of the design process involved with client interaction and original artwork creation of a wine label for GREEDY wines. It includes the process in which concepts were developed and how conflicts and issues were resolved through to the final product.

**TABLE OF CONTENTS**  
***Greedy Wines Label Design***

<b>Chapter One</b>	<b>1</b>
• Introduction	
• Statement of Purpose	
• Statement of Objective	
<b>Chapter Two</b>	<b>3</b>
• Review of Literature	
• Clichés in Wine Labels	
• Inspiration & Opportunities	
• Documentation	
<b>Chapter Three</b>	<b>5</b>
• Process	
• Concept	
• Images	
• Typography	
• Color	
• Paper	
• Other Requirements	
<b>Chapter Four</b>	<b>8</b>
• Summary & Recommendations	
<b>Bibliography</b>	<b>9</b>

## **INTRODUCTION**

The “GREEDY Wines” label design project began when my design professor, Mary LaPorte forwarded our package design class an email about a potential senior project opportunity. I found that two Cal Poly alumni were starting a boutique wine company and needed a graphic designer to create an original label for their wines. The name of the company is “GREEDY Wines”. They are based in northern California and specialize in small runs of cabernet sauvignon wines. They would like distribute larger runs of their product and realized the need for professional design of their label and identity. I applied for the opportunity, and was selected to be their designer after providing the clients with samples of my work, along with my resume. I was asked to design one label for their sole variety of Cabernet Sauvignon wine. I initiated a meeting with the clients in order to get a feel for their needs. In December of 2008 I sat down with the clients in person to discuss their vision and requirements for the project. Through a series of questions and conversation I was able to understand their desired and vision for the label design. The conference lasted about for about an hour and we have since exchanged several emails. Many hours have been spent developing concepts and refining the best ideas while receiving feedback from my classmates, advisor, and clients. I was given no major limitations for the project, which allowed me to think outside of the box when designing concepts to meet their needs.

## **STATEMENT OF PURPOSE**

During my meeting with my clients, they specified that they would like the design to target young professionals ages 21 through 35. They used words such a “clean, modern, and young” to describe the way they want their label to look. I was given no specific details or instructions on what they want the label to look like, allowing me to have total control of the look of the label. The label must not only be appealing, but functional and versatile as well. I kept these points in mind when

## CHAPTER ONE

### *Greedy Wines Label Design*

creating my designs. The purpose of the project is to create a wine label that is unique and easily identifiable; creating a strong brand image through design. Additionally the design had to be easily modified for other varieties of wine and still retain the brand image. The label design also needed to stand out amongst other wines as being different, while retaining an upscale look and appeal. The wine is going to be distributed initially to local restaurants, and will not be for sale in markets. The company plans to expand to public sales at some point, so versatility in the design will be required.

#### **STATEMENT OF OBJECTIVE**

The purpose of this project is to broaden my horizons as a designer through working on a package design for a beverage.

Using the skills and techniques learned in package design class, this project provides the opportunity to work in a specialty industry and develop unique, original artwork that will be applied to an actual product line. Through the course of the project I will have had the opportunity to practice and perfect my package design skill, specifically beverage packaging. This is an opportunity to build my portfolio and recognition of my design work among designers, wine makers and wine drinkers, which is a broad audience. The project has also given me the chance to work with clients and further develop my client interaction skills through personal meetings and telecommunication. These valuable lessons will be helpful when working with clients who are not skilled with design. Resolution of issues with the design will help in problem solving and developing work correctly with less need for revision. By the end of this project I will be proficient in providing professional quality, innovative graphic design for packaging and branding of a new company. These skills gained will be invaluable when working in the field.

## CHAPTER TWO

### *Greedy Wines Label Design*

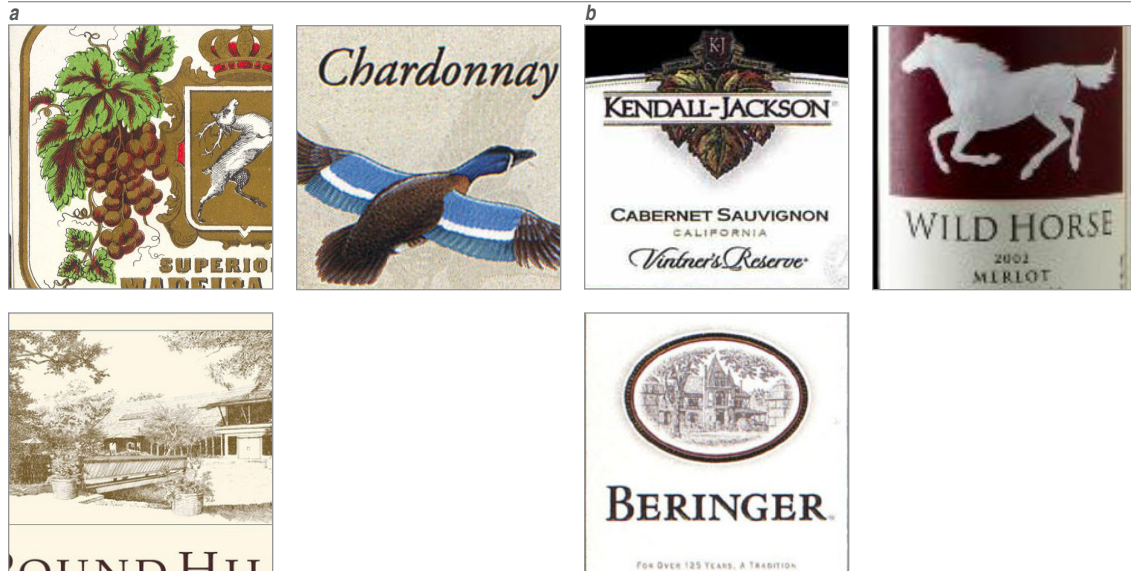
## REVIEW OF LITERATURE

I was inspired by several varied influences from multiple sources. I began my research by visiting several retail locations that sold large varieties of wine. I went to BevMo, Trader Joe's, Cost Plus World Market, and made sure to look at the wine sections in other locations that sold wine by the bottle. The purpose of this was to immerse myself in label designs. I would spend time in each section of wine looking for clichés in format and design. This was helpful in developing a unique label that would stand out among the others.

### • *Clichés in Wine Labels*

Some of the clichés in wine label design that I found was that the format was usually vertically rectangular, or sometimes square with a custom cut. The design clichés I found were that many labels used images of grapes, vines, wine barrels, vineyards, and animals.[a] The typographic clichés included all caps serif type, and many script typefaces.[b] Sans-serif and slab serif type was unseen in my research.

#### *Support Imagery*



## CHAPTER TWO

### *Greedy Wines Label Design*

#### • ***Inspiration & Opportunities***

I was inspired by the fact that my clients wanted a design targeted toward a younger audience.

This allowed me to develop a more modern label solution. After researching the market and finding commonalities, I had knowledge of what current label designs currently have to offer, and what they are lacking. I chose to reject the cliché approach and designed with the opposite perspective, as can be seen in some of my early sketches. I spoke with my clients about my plan to develop something different and unique, they gave me the green light to develop anything I saw fit. So, after completing my research, I felt comfortable to go against the standards that I researched.

#### • ***Documentation***

I documented my research trips to various retail locations by notes and physically investigating several bottles to learn more about application and production of a wine label. This was helpful during the process of ideation.

## CHAPTER THREE

### *Greedy Wines Label Design*

## PROCESS

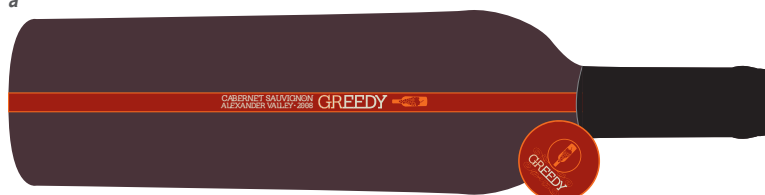
My design process began with a meeting with my clients followed by market research into wine labels. I followed basic steps of the design process to keep organized and to keep the design flow at a decent pace.

### • *Concept Development*

I knew from the beginning of this project that I wanted to design something different that would stand out, and after conducting market research I realized that this goal could best be achieved by designing a label in a different format than most labels. The standard label look is a vertical rectangular box with information contained within. I decided to experiment with different formats such as circular and long, thin formats. After considering my different label format solutions, I came up with the concept of a long, thin strip label that would wrap around the bottle vertically. The label will have two separate strips, one on the front side and one on the opposite side. Black matte foil will be applied at the top of the bottle after the label. Once the foil and label are applied, a circular hand tag will be placed around the neck of the bottle.[a] This tag is designed to strengthen the brand image with the company logo. The tag is double sided and secured to the bottle neck with black string. The out-facing side has the GREEDY logotype on a ground color matching the strip label. The other side has the definition of “greedy” with key words highlighted such as “drink” and “consume.”[b] This is a playful way to attract the target audience. The back space can also later be used as a place for a barcode when the wine becomes publicly distributed.

### *Support Imagery*

a



b





### CHAPTER THREE

#### *Greedy Wines Label Design*

##### • *Images*

In an attempt to continue with my simple design aesthetic, I wanted to keep imagery relatively restrained and make the appearance more graphic and type based; but I did want to include some imagery. I chose to do this through the use of decorative flourishes that interact with the type. [a] I also developed several different small graphic marks that could be used to establish the brand. The clients decided to use a small graphic I created of an upside down wine bottle stuffed with grapes [b] on the wine label. The simplicity of the graphic mark interacted with the rest of the design through spacing and color choices. The type, flourishes, and graphic create the company logo.[c]

##### • *Typography*

I experimented with several type styles when I was developing my initial concepts. The clients required a modern look and feel, so I decided to stray away from using the typical serif typefaces. I initially used Helvetica Neue Narrow on my label layout. After a few revisions with my clients, I switched to a more unique typeface called Klein Slab Serif.[d] This typeface has consistent proportions and spacing in the characters. The slab serifs are exaggerated, creating a modern look. The “G” in the typeface had to be modified as it was reading as a “C.” The main text of the final design is constructed of all Klein Slab Serif, with the exception of the surgeon general warning, which is Myriad Pro Ultra Narrow.

##### *Support Imagery*



### CHAPTER THREE

#### *Greedy Wines Label Design*

##### • *Color*

The color selection process was difficult because I wanted to find a color combination that was bold, attractive, and would stand out from other labels. So I had a wine tasting to better understand the product that I was designing for. I kept color in mind during the tasting to get a sense for the different flavors and elements in the wine so that I could translate those elements into color. The wine is robust, smooth, and one of the best cabernet sauvignon varieties I have tried. The boldness of the flavor let my mind to relate to strong, earth tone inspired colors. [a] The colors I experimented with were deep reds, purple, orange, and white. I also created color palettes that were brighter and less related to the flavors and aroma of the wine. I finally decided on a deep red body for the entire label with a burnt orange stripe bordering the sides. [b] I noticed in my research that many wine labels use a lot of negative space with white grounds, so I wanted to use a bold color as my ground.

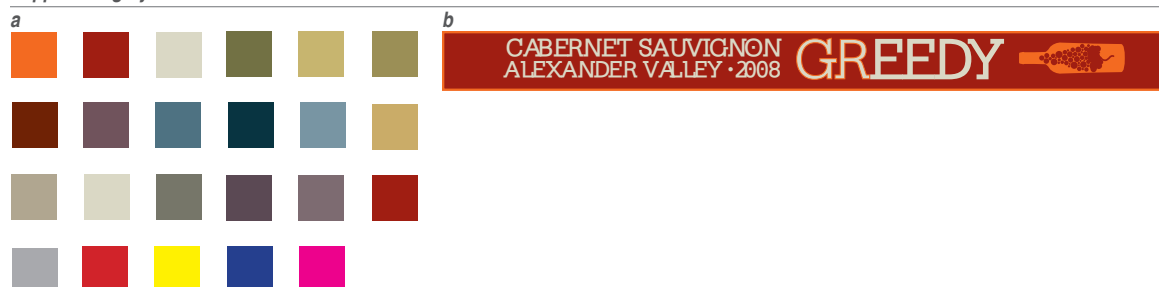
##### • *Paper*

The paper type that will be use for both the label and the hang tag is non-gloss heavyweight matte. The label will be secured to the glass bottle via pressure applied adhesive application.

##### • *Other Requirements*

Wine label designs must follow a set of specific guidelines supplied by the TTB, the Alcohol and Tobacco Trade Bureau. These guidelines included specific details that were required to be on a wine label and proved to be helpful when laying out the elements needed for the label.

##### *Support Imagery*



## SUMMARY & RECOMMENDATIONS

This project involved several different stages and components. Finding this project in the first place was exciting, and when I began development I was pleased to see how much there was to know and learn in the beverage package design area. Market research was very helpful in creating something fresh and unique for my clients. The exposure and immersion into the overall wine label market was a necessary step in the design process. Ideation and conceptualization was interesting because I was able to gather my clients needs and combine it with my market research. This provided me with a streamlined path to follow, setting my own guidelines as to what would be useful for the design. Frequent contact with peers and my clients was important during ideation so that I would always be pointed in the right direction. When it came time to put together preliminary comps, it was helpful to meet with my advisor and classmates for feedback on the design and the process involved. Mary LaPorte has been a helpful resource with materials and ideas to step up the image. She provided me with useful contacts so that I could explore the way wine labels were produced then applied to bottles. She also had a collection of wine bottle foils in a variety of colors that helped when deciding what type of foil to use for the bottle.

I would recommend to anyone designing a wine label to visit BevMo and Cost Plus World Market for their large selections of wine. Keep in constant contact with clients and make sure they are completely happy with your design concept to avoid any last minute upsets. I would also recommend consulting the FDA and TTB guidelines for bottle label design requirements. Knowing the product was also a helpful part of this project, so I would recommend a wine tasting or two so that you can become familiarized with the characteristics of the particular variety.

A fondness for package design and the enjoyment of sipping a glass of cabernet sauvignon or two, are also necessary for success!

**BIBLIOGRAPHY**  
*Greedy Wines Label Design*

- LaPorte, Mary. "Package Design." ART 431. Cal Poly, San Luis Obispo.
- "Re: Label Requirement." E-mail interview. 22 Jan. 2009.
- United States of America. TTB. Department of The Treasury. Wine Labeling Regulations. Apr. 2008. CFR. 6 Jan. 2009 <<http://www.ttb.gov/pdf/brochures/p51901.pdf>>.
- Vidnovic, Jack. Notes and Sketches. Raw data. Multiple Alcohol Vending Retail Stores, San Luis Obispo.
- "Wine Label Design." Email to Greg Urmini and Ross Reedy. Greedy Wine Owners